

Where There Is Justice, Co-operation, Economy and Energy, There Is Service.

5th Avenue

James McCreery & Co.

34th Street

in the
White SaleMore New Underthings
Of Silk or Lingerie Fabrics

Every day sees fresh, new Underthings of exceeding loveliness added to the May White Sale. For tomorrow values have been prepared that exceed previous ones. A few are here listed.

Underthings of Sheer Nainsook

Night Gowns, embellished with lace, embroidery and ribbon; also pretty tailored models.

1.00, 1.45, 1.85, 2.95

Envelope Chemises to match 1.00, 1.45, 1.85, 2.95

Combinations of Drawers and Cover or Skirt and Cover, prettily adorned. 1.50, 1.95, 2.95

Of Batiste, Crepe or Tub Silk

Bloomers of Flesh Batiste or Tub Silk, splendidly made, amply cut and well reinforced. 1.00 and 1.95
One-piece Pajamas of Windsor Crepe. 1.95 and 2.95
Two-piece Pajamas of Pale Pink or Blue Batiste. 1.95

Of Crepe de Chine

Night Gowns—a host of alluring models, some enriched with fine laces and ribbons, others tailored. Pink tints. 3.95, 4.95, 5.45 and 5.95

Envelope Chemises to match. 1.95, 2.95 and 3.45
Bloomers, well reinforced. 2.95 and 3.95

Of Washable Satin

Bodices beautifully lace-trimmed or plain. 1.95
Petticoats, shadow-proof, Pink or White. 4.50, 4.95, 5.95

Tub Silk Petticoats,—fetching flounced models, shadow-proof. 2.95

(Third Floor)

Negligees---Reduced
50% and More

Tea Gowns, Boudoir Robes, Slips
and Matinees are included

About 100 garments—discontinued styles. All selected from regular stock and reduced.

125.00 to 169.00 Tea Gowns of Brocade, Satin Meteor, Chiffon and Lace. 59.00

48.00 to 52.50 Negligees of Chiffon, Meteor, Georgetowne Crepe, Crepe de Chine and Lace. 24.00

29.50 Chiffon and Georgetowne Coats, bedecked with Margot Lace and adorned with French flowers. (A few Negligees are included.) 11.50

15.00 to 24.50 Matinees of Crepe Satin, Georgetowne, Crepe Chiffon and Crepe de Chine. 7.50

16.50 to 24.50 Slips of Satin, Crepe Meteor, Georgetowne Crepe and Chiffon. 7.50

Prices include tax. (Third Floor)

Summer Frocks
For Very Little Girls

The first Summer Frocks—all fresh and dainty—bring tidings that mother will not have to pay nearly so much for little girls' Frocks this season as was necessary last year. Sizes 2 to 6.

Organdie Dress (as illustrated) in straight-line styles trimmed with Printed Swiss. Blue, Pink, Yellow. Special, 2.65

Organdie Dress (as illustrated) with Blue or Red candy striped ruffles. Another Organdie model of Blue, Yellow or Rose, finished with hemstitching and ruffles. Special, 4.50

Dotted Organdie Dresses—Copenhagen Blue or Rose dots on white grounds. Fetching low-neck, cap-sleeve models, with tie sashes. Special, 2.25

White Dotted Swiss Frocks with Pink, Blue or Yellow printed roses. White tie sashes, collars and cuffs finished with Valenciennes Lace adorn them. Special, 2.95

Organdie Dresses—waist-line models—trimmed with tucks and hemstitching. Pink, Blue and Yellow. Special, 3.95

(Third Floor)

Women's & Misses' Summer Frocks
Are Priced Only 10.00

For Women

Delicately beautiful models of fine, crisp Organdie in lovely Summer shades; alluring affairs of flowered Voiles on dark or light grounds and perfectly stunning affairs of Linen or Gingham. Some are smart, tailored effects—others are "touched up" with frills, vestees, flying panels or animated tunics. Artistic embellishment of lace, streaming ribbons, Organdie or Net add a jot more to their loveliness. Sizes 34 to 46 are well represented, but not, of course, in every style. Two models are pictured at the left in the above illustration.

Women's Section

No C. O. D.'s

No Exchanges.

No Credits.

Misses' Section

(Fourth Floor)

Cotton and Linen Materials
for Summer Attire

2500 yards of Novelty Printed Dress Voiles in pretty styles on light, medium and dark backgrounds. 38 inches wide. yard, 29c

Imported Dotted Swiss, made in Switzerland—in a splendid array of dark and light colors with white dots. yard, 1.55

Imported Dress Linen in latest fashionable Spring colors. 45 inches wide. yard, 85c

White Lingerie Nainsook—highly mercerized. 36 inches wide. 10 yards in a box. box, 3.25

White Washable Swiss Organdie with a permanent finish. 44 inches wide. yard, 68c

(Second Floor)

For Misses

Not since Gingham was first transported from the kitchen to the wardrobe have prettier, trimmer models been created than those grouped for this offering. There are fetching affairs in large or small checks and plain colors, tailored or effectively adorned with Organdie, embroidered batiste or braid. Then, too, there are bewitching models of figured Voile, some quite dressy. Devonshire Cloth is also well represented in modish models. In style these Misses' Frocks are quite the smartest any season has seen. Sizes 14 to 18. Two are pictured at the right in the above illustration.

Navy Blue and White Woolen
Dress Fabrics

Navy Blue or White, All Wool Jersey Cloth in dress weight—an unusually fine quality. 54 inches wide. formerly 3.75, yard, 2.25

Navy Blue or White, All Wool Tricotine for Spring and Summer apparel. 54 inches wide. formerly 4.00, yard, 1.75

White or Navy Blue, All Wool Dress Serge—a firmly woven quality for Spring and Summer attire. 54 inches wide. formerly 2.95, yard, 1.75

Navy Blue, All Wool Velour of soft, non-crushable quality. Excellent for capes, suits and coats. 54 inches wide. formerly 4.50, yard, 3.45

(Second Floor)

Annual Sale of Boxed Notions

Every woman and miss uses these necessities daily and purchases them almost as frequently. Small expenses sum up to a big total. You can cut that total to an astonishing degree if you buy these requisites in quantities at the big reductions offered in this sale. Due to these low prices, quantities may not be broken.

Naiad Dress Shields—white nainsook covered. 1/2 doz. pairs. formerly 2.50, 1.95

Reliable Dress Shields—white nainsook covered. 1/2 doz. pairs. formerly 2.00, 1.65

Taffeta Seam Binding, black and white. Doz. pieces. formerly 3.00, 2.25

Dress Fasteners, black or white. Box of 1 gross. formerly 50c, 35c

Dress Fasteners, black or white. Box of 1 gross. formerly 1.00, 65c

Dress Belting, black or white. 10 yd. piece. 1.15 formerly 1.40

Dressmakers' Pins, 1/4 lb. in each box. 1/2 doz. boxes. formerly 2.00, 1.45

Sewing Silk, 100 yd. spools, black or white. Doz. formerly 1.65, 1.25

(Main Floor)

Spool Silk, large size, black or white. 6 spools 3.25 formerly 3.75

Beads and Bugles for dress trimmings. Doz. bunches. formerly 2.75, 1.75

Enameled Dress Hangers, in colors, two styles. Doz. formerly 1.65, 1.45

Folding Dress Hangers, nicked. Doz. formerly 1.35

Wooden Shoe Trees. Doz. pairs. 85c formerly 1.00

Hair Nets, cap and all-over. Doz., 85c, 1.35 and 1.75 formerly 95c, 1.50 and 2.00

Sanitary Sets, 12 Sanitary Napkins in box, Sanitary Apron and Belt. formerly 1.60, 1.25

Compressed Sanitary Napkins, Doz., 95c and 1.50 formerly 1.10 and 1.65

Sanitary Napkins. 6 in box. formerly 50c, 45c

in the
White Sale

"McCreery Silks"

Famous Over Half a Century

None will deny that costumes of Black and White are the very smartest things seen on the Avenue and the most effective toggery that flits about the Country Club. Since this combination is the unquestioned fashion leader for Summer, our May Sale of the famous McCreery White Silks takes on added importance—and advantage. Material for several fetching Costumes may be secured during this Sale for surprisingly modest expenditure.

A Few of Many Remarkable Values

White Crepe Chiffon, double width.

May Sale Price, yard, 95c

White Crepe de Chine, double width.

May Sale Price, yard, 1.95

White Silk Canton Crepe of heavy, dependable quality, double width. May Sale Price, yard, 3.35

White Silk Tricotee Suiting of exceptionally heavy quality. May Sale Price, yard, 1.85

White Baronet Sport Satin, 40 inches wide.

May Sale Price, yard, 2.95

White Japanese Habutai, 36 inches wide.

May Sale Price, yard, 1.10 and 1.65

White Bridal Satin—2500 yards of a rich, lustrous quality, 40 inches wide. May Sale Price, yard, 5.00

(Second Floor)

Reduced Prices Mark
This May Sale of

Women's Hosiery

This sale presents a new low price level for silk hose. Some of our finest stockings may be secured for as little as 3.90, and other grades (remember, our standard of quality is high) are quoted at proportionately low figures. It is a sale in which you may rest assured you are securing the acme of durability and good appearance at a minimum price.

Women's Thread Silk Hosiery, lisle tops and soles. Black only. formerly 1.75, 1.35

Women's Thread Silk Hosiery, fine gauge, silk tops. Black, White or Brown. formerly 2.50, 1.95

Women's Thread Silk Hosiery, lace boot effects. Black, White, Gray and Brown. formerly 4.50, 3.90

Women's Mercerized Lisle Thread Hosiery. Black or White. formerly 1.50, 95c

(Main Floor)

Decorated Toilet Sets
Ivory Finished

You couldn't conceive of anything more dainty, more ideally suited to the taste of the girl graduate, or more certain to be of lasting usefulness than these Ivory finished Toilet Sets.

One design, the mirror of which is illustrated, will bring a gleam of delight into her eyes, for it is decorated with a most adorable rose and forget-me-not design in delicate tints of pink and blue which will not wash or wear off.

The following set will give you an idea of the values which we are featuring: Mirror, Hair Brush, Comb, Puff Box, Hair Receiver, Buffer, Cloth Brush, Hook, File, and Cuticle Knife, decorated in your choice of four different designs. 25.00 formerly 44.50

Should you wish to start a set with a comb, brush and mirror, additional pieces may be secured at any time in the exact design and color you select now. They are exclusive with James McCreery & Co.

(Main Floor)

Entire Stocks of Linens, Blankets, Upholstery, Wicker Furniture, Curtains and Drapery Materials at 25% Off Tomorrow